

**AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method comprising:  
  
receiving a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;  
  
at the provider server, including provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data ~~at the client~~; and  
  
sending the contribution response over the computer network from the provider server to the portal server;  
  
receiving the competitive data from a competitive server at the portal;  
  
at the portal, including the competitive data, the provider data, and the embedded program in a page of data;  
  
sending the page of data from the portal to the client;  
  
at the client, using the embedded program to compare the competitive data with the provider data; and  
  
using the embedded program to change the provider data at the client in response to the comparing.
2. (Canceled)
3. (Currently Amended) The method of claim 1 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.

4. (Currently Amended) The method of claim 3 further comprising:  
receiving the competitive data at the provider server;  
comparing the competitive data with the provider data;  
determining whether to change the provider data in response to the comparing;  
changing the provider data in response to the determination, the changing  
resulting in changed provider data; and  
sending the changed provider data to the client over the computer network.
5. (Canceled)
6. (Original) The method of claim 1 wherein the competitive data is selected from  
the group consisting of a data value, a domain, a page position, and a display  
attribute.
7. (Original) The method of claim 1 wherein the embedded program is further  
adapted to extract a provider page position, the provider page position  
corresponding to the location of the provider data on the page of data.
8. (Currently Amended) An information handling system comprising:  
one or more processors;  
a memory accessible by the processors;  
one or more nonvolatile storage devices accessible by the processors; and  
a competitive analysis tool for analyzing competitive data, the competitive  
analysis tool comprising software code effective to:  
  
receive a contribution request from a portal server at a provider server  
over a computer network, the contribution request corresponding to a  
client;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data at the client; and

send the contribution response over the computer network from the provider server to the portal server;

receiving the competitive data from a competitive server at the portal;

at the portal, including the competitive data, the provider data, and the embedded program in a page of data;

sending the page of data from the portal to the client;

at the client, using the embedded program to compare the competitive data with the provider data; and

using the embedded program to change the provider data at the client in response to the comparing.

9. (Canceled)
10. (Currently Amended) The information handling system of claim 8 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.
11. (Currently Amended) The information handling system of claim 10 wherein the software code is further effective to:
  - receive the competitive data at the provider server;
  - compare the competitive data with the provider data;
  - determine whether to change the provider data in response to the comparing;

change the provider data in response to the determination, the changing resulting in changed provider data; and

send the changed provider data to the client over the computer network.

12. (Canceled)

13. (Original) The information handling system of claim 8 wherein the competitive data is selected from the group consisting of a data value, a domain, a page position, and a display attribute.

14. (Original) The information handling system of claim 8 wherein the embedded program is further adapted to extract a provider page position, the provider page position corresponding to the location of the provider data on the page of data.

15. (Currently Amended) A program product comprising:

computer operable medium having computer program code, the computer program code being effective to:

receive a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data ~~at the client~~; and

send the contribution response over the computer network from the provider server to the portal server;

receiving the competitive data from a competitive server at the portal;

at the portal, including the competitive data, the provider data, and the embedded program in a page of data;

sending the page of data from the portal to the client;

at the client, using the embedded program to compare the competitive data with the provider data; and

using the embedded program to change the provider data at the client in response to the comparing.

16. (Canceled)
17. (Currently Amended) The program product of claim 15 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.
18. (Currently Amended) The program product of claim 10 wherein the computer program code is further effective to:  
receive the competitive data at the provider server;  
compare the competitive data with the provider data;  
determine whether to change the provider data in response to the comparing;  
change the provider data in response to the determination, the changing resulting in changed provider data; and  
send the changed provider data to the client over the computer network.
19. (Canceled)
20. (Original) The program product of claim 15 wherein the competitive data is selected from the group consisting of a data value, a domain, a page position, and a display attribute.

21. (Original) The program product of claim 15 wherein the embedded program is further adapted to extract a provider page position, the provider page position corresponding to the location of the provider data on the page of data.
22. (Currently Amended) A method comprising:  
receiving a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;  
at the provider server, including provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data ~~at the client~~, and wherein the embedded program is further adapted to analyze the competitive data, the analysis further including:  
comparing the competitive data with the provider data at the client; and  
changing the provider data at the client in response to the comparing; and  
sending the contribution response over the computer network to the provider server.
23. (Currently Amended) An information handling system comprising:  
one or more processors;  
a memory accessible by the processors;  
one or more nonvolatile storage devices accessible by the processors; and  
a competitive analysis tool for analyzing competitive data, the competitive analysis tool comprising software code effective to:  
receive a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data ~~at the client~~, compare the competitive data with the provider data at the client, and change the provider data at the client in response to the comparing; and

send the contribution response over the computer network to the provider server.

24. (Currently Amended) A program product comprising:

computer operable medium having computer program code, the computer program code being effective to:

receive a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;

at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data ~~at the client~~, compare the competitive data with the provider data at the client, and change the provider data at the client in response to the comparing; and

send the contribution response over the computer network to the provider server.

25. (Canceled)

26. (Canceled)

27. (Canceled)